

**Assembly Concurrent Resolution**

**No. 112**

**Introduced by Assembly Members Portantino and Smyth**

January 27, 2010

Assembly Concurrent Resolution No. 112—Relative to Cuss Free Week.

LEGISLATIVE COUNSEL'S DIGEST

ACR 112, as introduced, Portantino. Cuss Free Week.

This measure would designate the first week of March of each year as Cuss Free Week.

Fiscal committee: no.

1 WHEREAS, On June 1, 2007, then 14-year old McKay Hatch  
2 founded the No Cussing Club at his South Pasadena junior high  
3 school after noticing many of his peers were using cusswords and  
4 foul language that created an environment of rudeness and  
5 disharmony towards others on his campus. McKay reasoned that  
6 if pupils could say no to cussing, it would be easier to stay away  
7 from drugs, violence, and pornography and turn their focus to  
8 positive aspirations and goals. “Leave people better than you found  
9 them” became the No Cussing Club’s active motto; and  
10 WHEREAS, Upon founding the No Cussing Club, 50 pupils  
11 immediately joined and membership rapidly spread to other  
12 schools, communities, states, and countries. By 2009, the No  
13 Cussing Challenge had grown to 100 clubs in schools and churches  
14 worldwide, with 35,000 online members in 50 states and the  
15 countries of Argentina, Australia, Austria, Canada, China, France,  
16 Germany, India, Indonesia, Italy, Israel, Japan, Mexico, New

1 Zealand, Nigeria, Philippines, Spain, Saudi Arabia, Scotland, South  
2 Korea, and the United Kingdom. Its Internet Web site receives  
3 thousands of hits per day with hundreds of parents, teens, and  
4 children taking the No Cussing Challenge online; and

5 WHEREAS, While South Pasadena is not the first community  
6 to confront a tradition of rude language, for example, in 2009 Saint  
7 Charles, a suburb of Saint Louis, Missouri proposed a ban on  
8 swearing in bars, and in 2008, hip-hop mogul Russell Simmons  
9 called for an industrywide ban on racially and sexually charged  
10 epithets, the No Cussing Club created a process to help convert  
11 foul language to charitable actions that would raise our spirits in  
12 times of economic uncertainty and frustration; and

13 WHEREAS, Cusswords and aggressive language are used by  
14 bullies to intimidate their victims. To counter this, the No Cussing  
15 Club offers a curriculum for schools that can be downloaded from  
16 their Internet Web site and used to assist teachers and pupils to  
17 combat bullying and cyber bullying; and

18 WHEREAS, The No Cussing Challenge encourages members  
19 of offices, homes, and schools to place money in a jar with a  
20 custom-made label available from their Internet Web site,  
21 [www.nocussing.com](http://www.nocussing.com), when foul language is used and donate  
22 collected funds to charity. This practice not only helps raise  
23 awareness of our wide use of negative language and how it affects  
24 our spirits, but inspires redeemable actions that benefit charities  
25 and nonprofit social programs; and

26 WHEREAS, The No Cussing Club has been endorsed by  
27 government officials at all levels with some creating cuss-free  
28 zones in their jurisdictions. Promoting the notion that words are  
29 powerful tools that express how we feel about ourselves and the  
30 world we live in, the No Cussing Challenge is a reminder that our  
31 ability to uplift, encourage, and motivate others and improve our  
32 community starts with the words we use and actions we take; and

33 WHEREAS, The California Legislature invites the people of  
34 this state to take the No Cussing Challenge each year during the  
35 first week of March to improve our relationships, to set a tone of  
36 harmony and connectedness in our communities, and to inspire  
37 ourselves to higher endeavors; now, therefore, be it

38 *Resolved by the Assembly of the State of California, the Senate*  
39 *thereof concurring*, That the Legislature designate the first week  
40 of March of each year as Cuss Free Week; and be it further

- 1     *Resolved*, That the Chief Clerk of the Assembly prepare copies
- 2     of this resolution for appropriate distribution.

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